

STATE OF CALIFORNIA
CONSUMER POWER AND CONSERVATION
FINANCING AUTHORITY



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**CA POWER AUTHORITY LOOKS TOWARD CONSERVATION TO
SUPPLEMENT GENERATION**

SAN FRANCISCO – The California Consumer Power and Conservation Financing Authority (Authority) took its first look at what the Authority can do to increase and promote conservation. Californians have answered the call to conserve and have reduced the state's energy consumption by 20 percent this past summer. The Authority began discussions on how to expand and create programs to continue conservation throughout the state.

"Conservation is just a no brainer," S. David Freeman, Chairman of the Authority's Board said. "Not only do you get the energy savings but you reduce pollution and environmental concerns. It is a situation where everyone comes out a winner."

Californians have already conserved at record numbers by purchasing energy efficient appliances and installing compact fluorescent light bulbs. The Authority heard a presentation on a proposal that would provide another financing tool for consumers who make energy efficiency purchases and are not eligible for energy efficiency loans, such as a low interest "Flex Your Power" Credit Card. The credit card would be used for small purchases such as energy efficient florescent light bulbs, high efficiency air conditioning units or small appliances.

California can also partner with equipment vendors, retailers and contractors to market and use the credit card as well as to provide discounts and additional benefits to customers. The Authority can also, significantly expand existing conservation programs by developing credit underwriting criteria that will lead to greater participation by California consumers.

"Californians have been doing their part to conserve throughout the summer," Don Vial, a member of the Board said. "We are not out of the woods yet and every effort must be made to continue conserving. The Authority's Energy Resource Investment Plan will give a high priority to conservation and renewable resources in our energy future."

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“The Authority has met with the businesses and with local governments and they too have been answering the call to conserve,” Mr. Freeman continued. “These communities want to continue to do their part for California and the Authority aims to ensure that they have every resource possible.”

With the funding that the Authority has, the state can offer a pool of loan funds to be delivered through existing loan programs that relate directly to agencies, such as the California Energy Commission.

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